What is claimed is:

1. A method to support reconfiguration of a host computer that is utilized to access a network, the method comprising:

maintaining a mapping between a given host computer and a corresponding first network service that the given host computer is assigned for accessing the network;

receiving a signal to modify the mapping so that the given host computer is assigned a second network service for accessing the network instead of the first network service; and

in response to receiving the signal, generating a command to deny the given host computer from accessing the network which, in turn, results in the given host computer initiating communications to enable the given host computer to access the network via the second network service based on a modified mapping.

2. A method as in claim 1, wherein generating the command to deny the given host computer from accessing the network includes:

providing the command to temporarily disconnect a physical link supporting communications from the given host computer to the first network service to deny the given host computer access to the network, denial of access prompting the given host computer to initiate a routine to re-establish a communication link to access the network via the second network service according to the modified mapping.

3. A method as in claim 1, wherein generating the command to deny the given host computer from accessing the network includes:

providing the command to temporarily terminate an electronic signal otherwise transmitted on a communication link to the given host computer to maintain a connection between the given host computer and the first network

service, termination of the electronic signal causing the given host computer to initiate a routine to re-establish a link to access the network via the second network service according to the modified mapping.

4. A method as in claim 1, wherein generating the command to deny the given host computer from accessing the network includes:

providing the command to temporarily terminate a carrier frequency otherwise transmitted on a wireless communication link to the given host computer to maintain a wireless connection between the given host computer and the first network service, termination of the carrier frequency causing the given host computer to initiate a routine to re-establish a link to access the network via the second network service according to the modified mapping.

5. A method as in claim 1 further comprising:

prior to modifying the mapping in response to receiving the signal, disseminating a first network address to the given host computer to support access to the network via the first network service; and

after modifying the mapping in response to receiving the signal, disseminating a second network address to the given host computer to support access to the network via the second network service.

6. A method as in claim 5, wherein disseminating the second network address includes:

providing the second network address in response to the given host computer requesting a network address for use by the given host computer to access to the network.

7. A method as in claim 1, wherein receiving the signal includes receiving a selection message identifying that a subscriber at the given host computer selects the second network service on which to support future communications associated

with the given host computer based on the subscriber at the given host computer selecting the second network service from a website accessed via the first network service.

8. A method as in claim 7 further comprising:

in response to receiving the selection message, updating the mapping to include an entry identifying an association between the given host computer and the second network service such that future network access by the given host computer is supported by the second network service.

9. A method as in claim 1, wherein the second network service is selected from one of multiple available network services displayed on a web page which is presented to a subscriber at the given host computer, a selection of one of multiple available network services by the subscriber prompting a web server supporting the web page to transmit the signal to the configuration server to modify the mapping to associate the given host computer with the second network service instead of the first network service.

10. A method as in claim 1, wherein generating the command to deny the host computer access to the network includes:

transmitting the command to a network device disposed between the given host computer and the network, the network device including a link to the given host computer established according to a connection-oriented protocol, the link initially coupling the given host computer to the first network service based on the mapping.

11. A method as in claim 10, wherein upon receipt of the command at the network device, the network device terminates communication on the link such that the given host computer no longer detects that it is coupled to the network device, the given host computer, in response, initiating a routine to re-establish a link with the

network device to access the network via the second network service according to the mapping.

12. A method as in claim 11, wherein the network device terminates the link at a link layer of the connection-oriented protocol in response to receiving the command.

13. A method as in claim 1 further comprising:

disseminating configuration information to the given host computer according to DHCP (Dynamic Host Control Protocol), the configuration information including an IP (Internet Protocol) address for use by the given host computer to access the network via one of multiple network services as indicated by the mapping.

14. A method of supporting access to a network via one of multiple network services, the method comprising:

supporting communications associated with a given host computer to retrieve configuration information that enables the given host computer to access the network via a first network service;

receiving a command to deny the given host computer access to the network; and

after denying the given host computer access to the network, supporting further communications associated with the given host computer to retrieve reconfiguration information that enables the given host computer to access the network via a second network service.

15. A method as in claim 14 further comprising:

in response to receiving the command, disconnecting a physical link supporting communications from the given host computer to the first network service to deny the given host computer access to the network, denial of access

prompting the given host computer to initiate a routine to re-establish a communication link to access the network via the second network service.

16. A method as in claim 14 further comprising:

in response to receipt of the command, at least temporarily terminating transmission of information on a modem channel otherwise transmitted on a communication link to the given host computer to maintain a connection between the given host computer and the first network service, termination of the transmission of information on the modem channel causing the given host computer to initiate a routine to re-establish a link to access the network via the second network service.

17. A method as in claim 14 further comprising:

in response to receipt of the command, at least temporarily terminating a carrier frequency otherwise transmitted on a wireless communication link to the given host computer to maintain a wireless connection between the given host computer and the first network service, termination of the carrier frequency causing the given host computer to initiate a routine to re-establish a new wireless link to access the network via the second network service.

18. A method as in claim 14 further comprising:

maintaining a map indicating on which of multiple network services to forward network messages from the given host computer over the network depending on a network address identifying an origin of the network messages;

forwarding network messages received from the given host computer over a first network service when the corresponding network messages include a first network address identifying the given host computer as an originator; and

forwarding network messages received from the given host computer over a second network service when the corresponding network messages include a second network address identifying the given host computer as an originator.

19. A method as in claim 14 further comprising:

prior to receiving the command from the configuration server, maintaining a link coupling the given host computer to the network via the first network service; and

wherein upon receiving the command, communication on the link is terminated such that the given host computer no longer detects that it is coupled to the network device and, in response, the given host computer initiates an INIT-REBOOT routine to establish a new link to access the network via the second network service based on the reconfigure information.

20. A method to support reconfiguration of a host computer used to access a network, the method comprising:

maintaining configuration information associated with a given host computer, the configuration information being maintained at a remote location with respect to the given host computer;

modifying the configuration information associated with the given host computer in response to receiving a signal; and

in response to modifying the configuration information, generating a command to terminate a communication link through which the given host computer communicates to access the network, termination of the communication link prompting the given host computer to initiate further communications to enable the given host computer to again access the network based on use of the modified configuration information.

21. A computer system coupled to a network that supports transmission of data, the computer system including:

a processor;

a memory unit that stores instructions associated with an application executed by the processor;

a communication interface that supports communication with nodes in the network; and

an interconnect coupling the processor, the memory unit, and the communication interface, enabling the computer system to execute the application and perform operations of:

maintaining a mapping between a given host computer and a corresponding first network service that the given host computer is assigned for accessing the network;

receiving a signal to modify the mapping so that the given host computer is assigned a second network service for accessing the network instead of the first network service; and

in response to receiving the signal, generating a command to deny the given host computer from accessing the network which, in turn, results in the given host computer initiating communications to enable the given host computer to access the network via the second network service based on a modified mapping.

22. A computer system as in claim 21, wherein generating the command to deny the given host computer from accessing the network includes:

providing the command to temporarily disconnect a physical link supporting communications from the given host computer to the first network service to deny the given host computer access to the network, denial of access prompting the given host computer to initiate a routine to re-establish a communication link to access the network via the second network service according to the modified mapping.

23. A computer system as in claim 21, wherein generating the command to deny the given host computer from accessing the network includes:

providing the command to temporarily terminate an electronic signal otherwise transmitted on a communication link to the given host computer to

maintain a connection between the given host computer and the first network service, termination of the electronic signal causing the given host computer to initiate a routine to re-establish a link to access the network via the second network service according to the modified mapping.

24. A computer system as in claim 21, wherein generating the command to deny the given host computer from accessing the network includes:

providing the command to temporarily terminate a carrier frequency otherwise transmitted on a wireless communication link to the given host computer to maintain a wireless connection between the given host computer and the first network service, termination of the carrier frequency causing the given host computer to initiate a routine to re-establish a link to access the network via the second network service according to the modified mapping.

25. A computer system as in claim 21 that additionally performs operations of:

prior to modifying the mapping in response to receiving the signal, disseminating a first network address to the given host computer to support access to the network via the first network service; and

after modifying the mapping in response to receiving the signal, disseminating a second network address to the given host computer to support access to the network via the second network service.

26. A computer system as in claim 25, wherein disseminating the second network address includes:

providing the second network address in response to the given host computer requesting a network address for use by the given host computer to access to the network.

27. A computer system as in claim 21, wherein the signal includes a selection message identifying that a subscriber at the given host computer selects the

second network service on which to support future communications associated with the given host computer based on the subscriber at the given host computer selecting the second network service from a website accessed via the first network service.

28. A computer system as in claim 27 that additionally performs operations of:

in response to receiving the selection message, updating the mapping to include an entry identifying an association between the given host computer and the second network service such that future network access by the given host computer is supported by the second network service.

29. A computer system as in claim 21, wherein the second network service is selected from one of multiple available network services displayed on a web page which is presented to a subscriber at the given host computer, a selection of the one of multiple available network services by the subscriber prompting a web server supporting the web page to transmit the signal to the configuration server to modify the mapping to associate the given host computer with the second network service instead of the first network service.

30. A computer system as in claim 21, wherein generating the command to deny the host computer access to the network includes:

transmitting the command to a network device disposed between the given host computer and the network, the network device including a link to the given host computer established according to a connection-oriented protocol, the link initially coupling the given host computer to the first network service based on the mapping.

31. A computer system as in claim 30, wherein upon receipt of the command at the network device, the network device terminates communication on the link such that the given host computer no longer detects that it is coupled to the network

device, the given host computer, in response, initiating a routine to re-establish a link with the network device to access the network via the second network service according to the mapping.

32. A computer system as in claim 31, wherein the network device terminates the link at a link layer of the connection-oriented protocol in response to receiving the command.

33. A computer system as in claim 21 that additionally performs operations of:

disseminating configuration information to the given host computer according to DHCP (Dynamic Host Control Protocol), the configuration information including an IP (Internet Protocol) address for use by the given host computer to access the network via one of multiple network services as indicated by the mapping.

34. A computer system supporting access to a network via one of multiple network services, the computer system including:

a processor;

a memory unit that stores instructions associated with an application executed by the processor;

a communication interface that supports communication with nodes in the network; and

an interconnect coupling the processor, the memory unit, and the communication interface, enabling the computer system to execute the application and perform operations of:

supporting communications associated with a given host computer to retrieve configuration information that enables the given host computer to access the network via a first network service;

receiving a command to deny the given host computer access to the network; and

after denying the given host computer access to the network, supporting further communications associated with the given host computer to retrieve reconfiguration information that enables the given host computer to access the network via a second network service.

35. A computer system as in claim 34 that additionally performs operations of:

in response to receiving the command, disconnecting a physical link supporting communications from the given host computer to the first network service to deny the given host computer access to the network, denial of access prompting the given host computer to initiate a routine to re-establish a communication link to access the network via the second network service.

36. A computer system as in claim 34 that additionally performs operations of:

in response to receipt of the command, at least temporarily terminating an electronic signal otherwise transmitted on a communication link to the given host computer to maintain a connection between the given host computer and the first network service, termination of the electronic signal causing the given host computer to initiate a routine to re-establish a link to access the network via the second network service.

37. A computer system as in claim 34 that additionally performs operations of:

in response to receipt of the command, at least temporarily terminating a carrier frequency otherwise transmitted on a wireless communication link to the given host computer to maintain a wireless connection between the given host computer and the first network service, termination of the carrier frequency causing the given host computer to initiate a routine to re-establish a link to access the network via the second network service.

38. A computer system as in claim 34 that additionally performs operations of:

maintaining a map indicating on which of multiple network services to forward network messages from the given host computer over the network depending on a network address identifying an origin of the network messages;

forwarding network messages received from the given host computer over a first network service when the corresponding network messages include a first network address identifying the given host computer as an originator; and

forwarding network messages received from the given host computer over a second network service when the corresponding network messages include a second network address identifying the given host computer as an originator.

39. A computer system as in claim 34 that additionally performs operations of:

prior to receiving the command from the configuration server, maintaining a link coupling the given host computer to the network via the first network service; and

wherein upon receiving the command, communication on the link is terminated such that the given host computer no longer detects that it is coupled to the network device and, in response, the given host computer initiates an INIT-REBOOT routine to establish a new link to access the network via the second network service based on the reconfigure information.

40. A computer system coupled to a network that supports transmission of data, the computer system including:

means for maintaining a mapping between a given host computer and a corresponding first network service that the given host computer is assigned for accessing the network;

means for receiving a signal to modify the mapping so that the given host computer is assigned a second network service for accessing the network instead of the first network service; and

means for generating a command to deny the given host computer from accessing the network in response to receiving the signal, denial of access

resulting in the given host computer initiating communications to enable the given host computer to access the network via the second network service based on a modified mapping.

41. A computer program product including a computer-readable medium having instructions stored thereon for processing data information, such that the instructions, when carried out by a processing device, enable the processing device to perform the steps of:

maintaining configuration information associated with a given host computer, the configuration information being maintained at a remote location with respect to the given host computer;

modifying the configuration information associated with the given host computer in response to receiving a signal; and

in response to modifying the configuration information, generating a command to terminate a communication link through which the given host computer communicates to access the network, termination of the communication link prompting the given host computer to initiate further communications to enable the given host computer to again access the network based on use of the modified configuration information.